

TikTok calls entrepreneurs to join #PitchUpInTheSky

The sky is indeed the limit for South Africa's bold and innovative entrepreneurs, as TikTok in partnership with The Gritti Fund, the world's first purpose-driven and happiness-focused investment fund, launch the innovative and daring Pitch Up in The Sky.



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Pitch Up in The Sky is the ultimate elevator pitch for daring entrepreneurs who can overcome their fears and stay cool under pressure. The funding initiative will provide African entrepreneurs with the opportunity to compete for a \$10,000 investment and one-year mentorship from The Gritti Fund. In addition, three finalists will be awarded the once in a lifetime chance to skydive in Dubai, while simultaneously completing their winning elevator pitches.

An expert panel will judge entries and give exclusive personal interviews throughout the event about the challenges that lead to their success. It will feature world-famous entrepreneurs and venture capitalists including Mitch Lowe, founding executive of Netflix; Bill Tai, the first investor in Zoom and Lars Rasmussen, inventor of Google Maps.

The spectacular finale on 17 October aims to be the most live-streamed startup pitch event in history, and will enable millions of TikTok viewers to discover who has what it takes to reach the top.

Now open to all founders of early-stage startups in Africa and the Middle East until 24 September 2020, entrepreneurs can apply to www.pitchupinthesky.com by submitting an innovative one-minute TikTok video pitch that will inform and impress the global panel of expert judges, using the platform's easy-to-use video editing tools and tagging #PitchUpInTheSky.

Boniswa Sidwaba, TikTok Content Operations Manager, Africa says that it has always been TikTok's mission to inspire creativity and bring joy to its users and the launch of such a unique event is testament to that.

“ Through this event, we aim to support our local community of budding entrepreneurs by providing them with the opportunity to creatively express their ideas with the possibility that those ideas may materialise. ”

Marcel Muenster, serial entrepreneur and founder of The Gritti Fund, adds that the partnership with TikTok not only provides locals with access to a network of experienced entrepreneurs but also a global platform on which they can share their ideas. “Growing your network is one thing, but TikTok does something more valuable – it gives entrepreneurs an unprecedented amount of visibility which is crucial at an early stage of the company building process.”

As part of the initiative, local TikTok users will be able to view the pitches tagged #PitchUpInTheSky as well as interviews with the judging panel of world-famous entrepreneurs and venture capitalists, giving entrants and TikTok users insight on their personal challenges and successes.

For more information on #PitchUpInTheSkye and how to apply, go to <https://www.pitchupinthesky.com/>]].

For more, visit: <https://www.bizcommunity.com>